MULTIMEDIA UNIVERSITY

STUDENT IDENTIFICATION NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2016/2017

BEL4614 – ELECTRONIC COMMERCE

(All sections / Groups)

11 October 2016
2.30 p.m – 5.30 p.m
(3 Hours)

INSTRUCTIONS TO STUDENT

1. This Question paper consists of 2 pages with 5 Questions only.

2. Attempt **FOUR** out of **FIVE** questions. All questions carry equal marks and the distribution of the marks for each question is given.

3. Please write all your answers in the Answer Booklet provided.

QUESTION 1

a. Explain **SIX (6)** different classifications of E-Commerce by the nature of transactions or interactions. (12 marks)

b. Discuss **FOUR (4)** impacts of e-Auctions. (8 marks)

c. Differentiate between *'sell-side'* and *'buy side'* e-marketplace. (5 marks)

(Total: 25 marks)

QUESTION 2

a. Discuss **FIVE (5)** different e-tailing business models. (15 marks)

b. There are two different ways of how firms make purchases with suppliers i.e. in B2B environment. Describe **TWO (2)** types of B2B transactions. (4 marks)

c. Explain **THREE (3)** potential gains of B2B Exchange for the buyers. (6 marks)

(Total: 25 marks)

QUESTION 3

a. Mobile commerce has become a phenomenon nowadays. Based on your observation and analysis, explain **FIVE (5)** drivers that encourage mobile commerce development in this country. (10 marks)

b. Social networking sites have proven to be a good avenue for electronic commerce. Discuss **FIVE (5)** strategies that can be implemented with social networking sites to ensure successful social network business. (15 marks)

(Total: 25 marks)

QUESTION 4

a. Customer satisfaction is important element for the success of e-commerce. Discuss **THREE (3)** main factors that affect customer satisfaction in e-commerce.

(12 marks)

b. There are **THREE (3)** security concepts that are important to information on the Internet which is known as Confidentiality, Integrity and Availability triad (CIA). Explain each of them with example. (9 marks)

c. Differentiate *Smart Card* with *Stored Value Card.* (4 marks)

(Total: 25 marks)

Continued...

QUESTION 5

a. Define order fulfilment and logistics. (4 marks)

b. Define Radio Frequency Identification (RFID) and Collaborative Planning, Forcasting and Replenishment (CPFR) then explain how each of them benefits supply chain. (8 marks)

c. Describe **FOUR (4)** phases of strategic planning and list **FIVE (5)** tools that can be used for strategic planning. (13 marks)

(Total: 25 marks)

End of Paper